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(54) **THREE-DIMENSIONAL CONTAINER DISPLAY**

DREI-DIMENSIONALE BEHÄLTERVERZIERUNG

PRESENTOIR DE CONTENANT TRIDIMENTIONNEL AMELIORE

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Description

[0001] This invention relates to a container that has one or more complementary images or signs on the container and a three-dimensional shape that, in turn, is complementary to the complementary images or signs. More particularly, this invention relates to a container with a depending member, one or more complementary images or signs on and within the container, a three-dimensional shape attached to or an integral part of the depending member and coordinated with the other images or signs on and/or within the container.

[0002] There is a continuing need to decorate containers to make them more attractive. This particularly is the case where the container is available far others to see and use. Containers of this type are used for dispensing many products such as hand soaps that usually are left out on a sink top area. These containers are decorated by a decorative label on the front and/or rear surfaces. This was improved by the additional use of a coordinated design on a film inserted within the container. This latter concept is the subject of U.S. Patent 5,937,554. However, these decorative containers of the prior art can be improved upon. Such an improvement in container decoration is set out in this application for patent.

[0003] The problem that has been presented is how to efficiently mount a three-dimensional shape in a container. This can be a container where the contained product is poured from the container or is dispensed from the container by means of a pump disperser or some other device. This problem is solved by the use of a depending member that has the three-dimensional shape decoration attached at a lower part of the member, or which has the three-dimensional shape decoration as an integral part of the depending ember. The depending member can be a part of the container closure or can be a unit that is supported by an upper ledge of the container and held in place by the closure. If the container is one that has a pump dispenser, the dip tube can be fully or partially surrounded by the depending member or the dip tube can comprise the depending member. In any event, a three-dimensional shape, such as an object, cart be effectively disposed in a container with this three-dimensional shape coordinated with a image or sign on a front and/or rear surface of the container. This enhances the three-dimensional effect of the designs on the container and the object or other three-dimensional shape within the container.

[0004] The relevant prior art is set out in U.S. Patent 4,733,785 and U.S. Design Patent 240,789, U.S. Design Patent 243,817, U.S. Design Patent 318,794 and PCT Application WO 94/29838. U.S. Patent 4,733,785 discloses a buoyant chamber with advertising material attached to a straw in a container. U.S. Design Patents 240,789 and 243,817 disclose objects attached to drinking straws. U.S. Design Patent 318,794 discloses a decorative spiral attached to the pump body of a pump that is a part of a container. WO 94/29838 discloses a container which can have a two dimensional or a three dimensional advcertising medium in the container. However, none of these references discloses a three-dimensional image or sign attached to a depending member of a container, and none disclose such a three-dimensional shape also coordinated with images or signs on the front and/or rear surfaces of the container. Through the use of a three-dimensional shape attached to a depending member, and this three-dimensional shape coordinated design-wise with images or signs on one or more of the from and rear surfaces of the container, there is an enhancement of the three-dimensional effect and a container with improved decoration.

[0005] The present invention solves the problem of how to increase the three-dimensional decoration of containers. The three-dimensional effect is more pronounced when a three-dimensional image or design, such as an object, is made a part of the overall decoration. It also soives the problem of how to effectively secure the three-dimensional member in a container.

[0006] The present invention is directed to product container that have an improved decorative appearance. It is known to put decorative labels onto containers to enhance the appearance of the container. Also, it is known to suspend articles within a container to enhance the appearance of a container. In the present invention the appearance of a container is enhanced by effectively. securing three-dimensional shapes, such as objects, within the container. These three-dimensional shapes are of a type to coordinate with the labels on the front and/or rear surfaces of the container to provide a striking three-dimensional effect.

[0007] The three-dimensional shapes are suspended within the container by being attached to a depending member or being an integral part of the depending member. The depending member is located at one end of the container closure and extends down into the container. The result is that the three-dimensional shape appears to be suspended within the container.

[0008] The depending member either is supported by the upper ledge of the container and held in place by the closure or by being an integral part of the closure. The depending member can have a shaped object attached to a surface or the depending member can be shaped to form the object. The depending member can be of essentially any shape that can be fitted through a container opening. Usually this container opening will be the fill/dispense opening and the container will be a bottle. The depending member preferably is circular to polygonal in shape and is continuous in the cross-sectional dimension. However, the depending member can be discontinuous in cross-sectional dimension with a longitudinal slot or other gap. Such a gap will allow a depending member to be compressed to fit it through a container opening and aid in the assembly of the container.

[0009] The depending member also may have a dip tube of a pump dispensing unit passing therethrough

with the depending member providing a decorative appearance and at least partially concealing the dip tube. As a further option the depending member may comprise the dip tube of a pump dispensing unit and may be comprised of a decorative shaped object or have decorative shaped object attached thereto.

[0010] The container preferably will be transparent to translucent and will have an image or sign on a surface, such as a front or rear surface, which coordinates with the three-dimensional shape on the depending member. Most preferably the three-dimensional shape on the depending member will coordinate with a design on a front and a rear surface of a container to provide a striking three-dimensional effect.

[0011] The decorative effect is enhanced when the liquid in the container is substantially transparent. It can have a tint of a color, however, the depending member must be visually perceptible through the front and/or rear. surface of the container. In a further preferred embodiment the material of the depending member, and optionally a dip tube, and the liquid product should have refractive indices of within about 0.5, and most preferably about 0.25 of each other. In this way the depending member, and dip tabe, where one is present, will substantially disappear in the product except for the three-dimensional design that is attached to or a part of the depending member or dip tube. The three-dimensional shape will be of color different from that of the depending member and contained liquid so as to have a different refractive index and be clearly visible.

[0012] The result is a novel and enhanced appearance to the container. The container is very decorative and has a unique three-dimensional appearance.

[0013] The drawings show a preferred embodiment of the invention with other embodiments evident from the drawings.

Figure 1 is a front elevational view of a container having a depending member with an integral three-dimensional shape.

Figure 2 is a front elevational of a container having a depending member with an attached three-dimensional shape.

Figure 3 is a front elevational view of the container of Figure 2 including a pump with a dip tube.

Figure 4 is a front elevational view of the container of Figure 1 with a dip tube.

Figure 5 is a cross-sectional view of the container of Figure 3 along line 5-5.

Figure 6 is a cross-sectional view of the container of Figure 4 along line 6-6.

Figure 7 is an elevation view of a depending member that has a longitudinal slot.

Figure 8 is a cross-sectional view of the depending member of Figure 7 along line 8-8.

Figure 9 is an elevational view of a depending member that is a part of the closure.

Figure 10 is an elevational view of a container that has a dip tube with a three-dimensional shape and coordinating images and signs on the front and rear surfaces.

Figure 11 is a cross-sectional view of the container of Figure 10 along line 11-11.

[0014] The preferred embodiments of the invention will now be described with reference to the drawings. Various modifications to the described preferred embodiments are directed to the same concept and are considered to be within the present invention.

[0015] In Figure 1 there is shown container 20 having a base wall 21, sidewall 22, shoulder 23 and neck 24. The neck has threads 30 which mate with threads 28 on closure 26. Extending downward into the container is depending member 34. This depending member has a flange 32 at the upper and that rests on top edge 27 of the neck 24 of the container. In about a mid-area of the support is a three-dimensional shape 36. This is shown here as an integrally molded part of the depending member 34. There is a portion 38 of the depending member below the there-dimensional shape 36.

[0016] Depending member 34 can be of essentially any shape. It can be a cylindrical tube having one or more sides. It can be continuous or can be discontinuous in cross-section as is shown in Figures 7 and 8. In these latter Figures the depending member 34 is generally U-shaped with a gap 37. Such a gap is advantageous in that the depending member can be folded over onto itself so that it can be more easily be inserted through the neck of a container. Further the U-shape can be so truncated so as to be rod-like in shape.

[0017] There is shown on the front surface of the container an [design] image or sign 40 and on the rear surface an image or sign 42. At least one of these images or signs, and preferably both images or signs, coordinate visually with the three-dimensional shape 36 on the depending member 34. The visual coordination of the label designs with the design on the three-dimensional shape on the depending member produces a dramatic appearance to the container 20.

[0018] The depending member can have the integral three-dimensional shape formed onto the depending member in various ways. Preferred technologies are injection molding and blow molding.

[0019] Figure 2 shows a variation of the embodiment of Figure. 1. The container, closure and depending member are the same, except in place of the three-di-

mensional shape being an integral part of the depending member 34, here the three-dimensional shape 44 is mechanically and/or adhesively attached to the depending member. The three-dimensional shape is attached mechanically to the depending member by at least partially enveloping the depending member , having projections that fit into recesses of the depending member , or by the use of straps or equivalent devices on the three-dimensional shape to attach it to the depending member. This three-dimensional shape will coordinate visually with a image or sign 40 on the front surface of the container, and preferably also with the image or sign 42 on the rear surface of the container.

[0020] Figure 3 is a modification of the embodiment of Figure 2 in that it incorporates a pump dispenser. The closure 26 has a built in pump dispenser 50 which has an upper pump lever 51 and a pump exit 53, The pump engine 52 is located within the closure 26 and has a depending dip tube 54. The pump engine contains the valving necessary for the operation of the pump. This depending dip tube passes longitudinally through depending member 34. Here as in the embodiment of Figure 3 there is an image or sign 40 and/or an image or sign 42 on the front and rear surfaces of the container respectively which coordinates with the design of three-dimensional shape 44 on depending member 34.

[0021] Figure 4 is a modification of the container of Figure 1. The modification is the addition of pump dispenser 50 as a part of closure 26. This pump has pump activating lever 51, dispensing exit 53 and pump engine 52. Depending from pump engine 52 is dip tube 54. This embodiment is similar to that of Figure 1 except that it contains a dispensing pump. Depending member 34 surrounds the dip tube 54 and has there-dimensional shape 36 which coordinates with the image or sign 40 and/or 42 on the container.

[0022] Figure 5 is a cross-sectional view of the pump dispenser of Figure 3 along lines 5-5. There is shown here the container wall 22 with an image or sign 40 on the front surface and an image, or sign 42 on the rear surface. Within the container is dip tube 54 and depending member 34 with three-dimensional shape 44 attached to the depending member. Preferably image or sign 40, three-dimensional shape 44 and image or sign 42 coordinate in a line of sign arrangement to provide a dramatic visual effect.

[0023] Figure 6 is a cross-sectional view of the container of Figure 4 along line 6-6. There is shown container wall 22 with a image or sign 40 on the front surface and an image or sign 42 on the rear surface. Within the container is dip tube 54 surrounded by three-dimensional shape 36 which is an integral part of the depending member 34. It is preferred that the images and signs 40 and 42 coordinate in a visual alignment with the three-dimensional shape.

[0024] Figure 9 shows the depending member being an integral part of the closure 60. Threads 62 attach the closure to the neck of a container. Depending from the closure is depending member 64 which supports three-dimensional shape 66. This three-dimensional shape likewise will coordinate with an image or sign 40 on the front surface of a container and image or sign 42 on a rear surface of a container. A dip tube also can be accommodated within depending member 64.

[0025] Figure 10 in a further embodiment shows the container of Figure 3 with the dip tube functioning as the depending member. The three-dimensional figure 56 is attached to a dip tube 54. This three-dimensional shape will be attached to the dip tube mechanically and/or by means of adhesives. Figure 11 shows this embodiment in a cross-sectional. view.

[0026] The container preferably is at least partially transparent, and most preferably fully transparent. Suitable materials for the container are polyethylene terephthalate, polycarbonates, polyvinyl chloride and oriented polypropylenes. The depending member can be the same material as the container or a different material. This likewise is the case for the dip tube in the embodiment where the closure for the container is a pump disperser. Suitable materials for the depending member and the dip tube include polyethylenes, polypropylenes, polycarbonates, polyethylene terephthalates and polyvinyl chlorides.

[0027] The images or signs on the surfaces of the container can be printed onto the surface of the container such as by screen pointing or they can be labels adhesively attached to the container. They can be on the inner or outer surface of the container, but preferably are on the exterior surface of the container. The image or sign on the front surface or the rear surface must visually coordinate with and be complementary to the three-dimensional shape in the container. Preferably both the front surface image or sign and the rear surface image or sign coordinate with and are complementary to the three-dimensional shape in the container.

[0028] As noted, the images or signs on the front and/or rear surfaces will coordinate with the three-dimensional shape in the container. The three-dimensional shape can be that of a human, an aquatic, land, air or sea animal, or an object such as a vehicle, airplane, trees, flowers or furniture, piece. The] image or sign on the front and/or rear surfaces then will coordinate with this three-dimensional shape. When the three-dimensional shape is an aquatic animal, such as a dolphin, the front image or sign can contain fish and the rear design a blue' area to depict water and some additional fish. There are many variations in the three-dimensional shape and the images and signs on the front and/or rear surfaces of the container. The only requirement is that the three-dimensional shape be complementary and coordinate with the image or sign on the front and/or rear surfaces of the container. Preferably it will coordinate with an image or sign on both the front and rear surfaces of the container.

[0029] In a further preferred mode it is preferred that the material of the depending member and the dip tube

have a refractive index of about 0.5, and most preferably about 0.25 of the liquid product in the container. In this way the parts of the depending member and/or dip tube that do not carry the three-dimensional shape will substantially visually disappear in the liquid in the container. Usually the three-dimensional shape will appear to be suspended within the container. The three-dimensional shape preferably will be of a color and refractive, index different from that of the product liquid and depending member.

[0030] The liquids to be dispensed from the container preferably are substantially transparent. They can have the tint of a color, but to be substantially transparent the three-dimensional shape, and preferably also the rear surface image or sign, must be visible through the front of the container. When the liquid has a tint of a color, preferably this coordinates with the image or sign on the front or rear surfaces and the there-dimensional shape. For instance, for an aquatic scene the liquid can be tinted blue to depict water. Products with these properties include liquid soaps, shampoos, lotions, oils, beverages and related products.

[0031] This describes the preferred embodiments of the invention. Other Variations embodying these concepts could also fall within the scope of the following claims.

Claims

1. A container (20) having a from and rear main surface and a neck (24) having an opening at an upper end thereof at least one of said surfaces having an image (40,42) thereon; **characterized in that** a depending member (34) having a three dimensional shape is supported by said neck (24) at the interior of the container and is so positioned that its shape, and an associated image or sign (40,42), are in visual coordination with the image or sign (40,42) on one of said front and rear surfaces.

2. A container as in claim 1 wherein said depending member (34,54) is supported on an upper edge of said neck (24), a closure (26) on said container (20) contacting said depending member (34,54) to hold a portion of said depending member (34,54) between said upper edge of said neck (24) and said closure (26).

3. A container as in claim 1 wherein there is a closure (60) closing the neck (24) of said container (20), said depending member is attached to said closure (60).

4. A container as in claim 1 wherein there is a closure (60) closing the neck (24) of said container (20), said depending member (64) is an integrial part of said closure (60).

5. A container as in claim 1 wherein said three-dimensional shape on said depending member (34) is an integral part of said depending member (34).

6. A container as in claim 1 wherein said three-dimensional shape (44,56,66) on said depending member (34,64) is attached to an exterior surface of said depending member (34,64).

7. A container as in claim 6 wherein said three-dimensional shape (44,56,66) is adhesively attached to said depending member (34,64).

8. A container as in claim 1 wherein said depending member (34) has a longitudinal slot (37) along a substantial portion of the length thereof.

9. A container as in claim 8 wherein said longitudinal slot (37) extends the length of said depending member (34).

10. A container as in claim 1 wherein said depending member (34) comprises an upper portion supported by said neck (24), a rod extending downward from said neck (24), said rod supporting said three-dimensional shape (34,44,56).

11. A container as in claim 1 wherein said container (20) has a liquid therein, said liquid and said depending member (34,54,64) except for said three-dimensional shape (36,44,56,66) thereon having a refractive index within about 0.5 of the other whereby said depending member (34,54,64) except for said three-dimensional shape (36,44,56,66) substantially disappears in said liquid providing the appearance of said three-dimensional shape (36,44,56,66) suspended in said liquid.

12. A container as in claim 11 wherein said liquid and said depending member (34,54,64) have a refractive index within about 0.25 of the other.

13. A container as in claim 11 wherein said container (20) has a pump dispenser (50) with a dip tube (54) extending down into said container (20), said dip tube (54) having a refractive index of about 0.5 of said liquid.

14. A container as in claim 13 wherein said dip tube (54) and said liquid have a refractive index of about 0.25 of the other.

15. A container as in claim 1 wherein said container (20) has liquid therein, said liquid has a tint of a color to coordinate with the image or sign (40.42) on one of said from and rear surface and with said three-dimensional shape (36,44,56,66).

16. A container as in claim 1 wherein the neck (24) of said container (20) is closed with a pump dispenser (50), a dip tube (54 epending from said pump dispenser (50), said depending member (34) substantially surrounding said dip tube (54).

17. A container as in claim 16 wherein said depending member (34) is supported on an upper edge (27) of said neck, (34), a closure (26) on said container (20) contacting said depending member (34) to hold a portion of said depending member (34) between said upper edge (27) of said neck (24) and said closure (26).

18. A container as in claim 16 wherein said depending member (34) is attached to said pump dispenser (50).

19. A container as in claim 16 wherein sold three-dimensional shape (36) on said depending member (34) is an integral part of said depending member (34).

20. A container as in claim 16 wherein said three-dimensional shape (44) on said depending member (34,54,64) is attached to an exterior surface of said depending member (34,54,64).

21. A container as in claim 20 wherein said three-dimensional shape (44) is adhesively attached to said depending member (34).

22. A container as in claim 16 wherein said depending member (34) has a longitudinal gap (37) along a substantial portion of the length thereof.

23. A container as in claim 16 wherein said longitudinal gap (37) extends the length of said depending member (34).

24. A container as in claim 16 wherein said container (20) has a liquid therein, said liquid and said depending member (34,54,64) except for said three-dimensional shape thereon having a refractive index within about 0.5 of the other whereby said depending member (34,54,64) except for said three-dimensional shape (36,44,56,66) substantially disappears in said liquid providing the appearance of said three-dimensional shape (36,44,56,66) suspended in said liquid.

25. A container as in claim 24 wherein said liquid and said depending member (34) have a refractive index within about 0.25 of the other.

26. A container as in claim 25 wherein said dip tube (54) has a refractive index of about 0.5 of said liquid.

27. A container as in claim 26 wherein dip tube (54) and said liquid have a refractive index of about 0.25 of the other.

28. A container as in claim 26 wherein said container (20) has a liquid therein, said liquid has a tint of a color to coordinate with the image or sign (40,42) on one of said front and rear surface and with said three-dimensional shape (36,44,56,66).

29. A container as in claim 1 wherein said container (20) is closed by a pump dispenser (50), said pump dispenser (50) having a dip tube (54), said dip tube (54) comprising said depending member (34).

30. A container as in claim 29 wherein said three-dimensional shape (36) on said depending member (34) is an integral part of said depending member (34).

31. A container as in claim 29 wherein said three-dimensiona shape (44) on said depending member (34) is attached to an exterior surface of said depending member (34).

32. A container as in claim 29 wherein said three-dimensional shape (44) is adhesively attached to said depending member (34).

33. A container as in claim 29 wherein said container (20) has a liquid therein, said liquid and said dip tube (54) except for said three-dimensional shape (36,44,56,66) thereon having a refractive index within about 0.5 of the other whereby said depending member (34,54,64) except for said three-dimensional shape (36,44,56,66) substantially disappears in said liquid providing the appearance of said three-dimensional shape (36,44,56,66) suspended in said liquid.

34. A container as in claim 33 wherein said liquid and said dip tube (54) have a refractive index within about 0.25 of the other.

35. A container as in claim 29 wherein said container (20) has a liquid therein, said liquid has a tint of a color to coordinate with the image or sign (40,42) on one of said front and rear surface. and with said three-dimensional shape (36,44,56,66)

36. A method of assembling a container containing a three-dimensional shape (36,44,56,66) comprising:

providing a container (20) having a rear surface, a front surface and a neck (24) having an opening at an upper end thereof said, opening closed by a closure (26);

characterized in that:

providing a depending member (34,54,64) having a three-dimensional shape (36,44,56,66) thereon, said depending member (34,54,64) having a flange on an upper part thereof;
providing an image or sign (40,42) on at least one of the from surface or the rear surface, said image or sign (40,42) being chosen to coordinate with the three dimensional shape (36,44,56,66);
inserting said depending member (34,54,64) into said container (20), said flange supported on an upper edge (27)of said neck (24); and
attaching a closure (26,60) to said edge (27) of said container (20), said depending member (34,54,64) being held between said neck(27) of said container (20) and said closure (26).

37. A method as in claim 36 wherein said closure is a pump dispenser (50) with a dip tube (54), said dip tube (54) being located within said depending member (34,64).

Patentansprüche

1. Behälter (20) mit einer,vorderen und einer hinteren Hauptoberfläche und einem Hals (24), der an seinem oberen Ende eine Öffnung hat, wobei wenigstens eine der Oberflächen ein Bild (40, 42) darauf hat, **dadurch gekennzeichnet, daß** ein herabhängendes Teil (34), das eine dreidimensionale Form hat, von dem Hals (24) im Inneren des Behälters gehalten und so positioniert ist, daß seine Form, und ein zugehöriges Bild oder Zeichen (40, 42), visuell koordiniert mit dem Bild oder Zeichen (40, 42) auf einer der vorderen und hinteren Oberflächen ist.

2. Behälter nach Anspruch 1, wobei das herabhängende Teil (34, 54) auf einem oberen Rand des Halses (24) unterstützt ist, wobei ein Verschluß (26) auf dem Behälter (20) in Kontakt mit dem herabhängenden Teil (34, 54) ist, um einen Bereich des herabhängenden Teils (34, 54) zwischen dem oberen Rand des Halses (24) und dem Verschluß (26) zu halten.

3. Behälter nach Anspruch 1, wobei ein Verschluß (60) vorhanden ist, der den Hals (24) des Behälters (20) verschließt, wobei das herabhängende Teil an dem Verschluß (60) befestigt ist.

4. Behälter nach Anspruch 1, wobei ein Verschluß (60) vorhanden ist, der den Hals (24) des Behälters (20) verschließt, wobei das herabhängende Teil (64) einstückig mit dem Verschluß (60) ist.

5. Behälter nach Anspruch 1, wobei die dreidimensionale Form an dem herabhängenden Teil (34) ein integraler Bestandteil des herabhängenden Teils (34) ist.

6. Behälter nach Anspruch 1, wobei die dreidimensionale Form (44, 56, 66) an dem herabhängenden Teil (34, 64) an einer äußeren Oberfläche des herabhängenden Teils (34, 64) befestigt ist.

7. Behälter nach Anspruch 6, wobei die dreidimensionale Form (44, 56, 66) mit Klebstoff an dem herabhängenden Teil (34, 64) befestigt ist.

8. Behälter nach Anspruch 1, wobei das herabhängende Teil (34) einen Längsschlitz (37) entlang eines erheblichen Teils seiner Länge hat.

9. Behälter nach Anspruch 8, wobei der Längsschlitz (37) über die Länge des herabhängenden Teils verläuft.

10. Behälter nach Anspruch 1, wobei das herabhängende Teil (34) einen oberen Bereich, der von dem Hals (24) getragen wird, einen Stab aufweist, der von dem Hals (24) nach unten verläuft, wobei der Stab die dreidimensionale Form (34, 44, 56) trägt.

11. Behälter nach Anspruch 1, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit und das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form (34, 44, 56, 66) daran einen Brechungsindex innerhalb von 0,5 voneinander haben, wodurch das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form (36, 44, 56, 66) im wesentlichen in der Flüssigkeit verschwindet, was den Anschein erweckt, als ob die dreidimensionale Form (36, 44, 56, 66) in der Flüssigkeit schwebt.

12. Behälter nach Anspruch 11, wobei die Flüssigkeit und das herabhängende Teil (34, 54, 64) einen Brechungsindex innerhalb von etwa 0,25 des anderen haben.

13. Behälter nach Anspruch 11, wobei der Behälter (20) einen Pumpspender (50) mit einem Tauchrohr (54) aufweist, das nach unten in den Behälter (20) hineinverläuft, wobei das Tauchrohr (54) einen Brechungsindex von etwa 0,5 der Flüssigkeit hat.

14. Behälter nach Anspruch 13, wobei das Tauchrohr (54) und die Flüssigkeit einen Brechungsindex von etwa 0,25 des anderen haben.

15. Behälter nach Anspruch 1, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit eine Farbtönung hat, um mit dem Bild oder Zeichen

(40, 42) auf einer der vorderen und hinteren Oberflächen und mit der dreidimensionalen Form (36, 44, 56, 66) zusammenzuwirken.

16. Behälter nach Anspruch 1, wobei der Hals (24) des Behälters (20) mit einem Pumpspender (50) verschlossen ist, wobei ein Tauchrohr (54) von dem Pumpspender (50) ausgeht, wobei das herabhängende Teil (34) das Tauchrohr (54) im wesentlichen umgibt.

17. Behälter nach Anspruch 16, wobei das herabhängende Teil (34) auf einem oberen Rand (27) des Halses (34) unterstützt ist, wobei ein Verschluß (26) auf dem Behälter (20) das herabhängende Teil (34) kontaktiert, um einen Bereich des herabhängenden Teils (34) zwischen dem oberen Rand (27) des Halses (24) und dem Verschluß (26) zu halten.

18. Behälter nach Anspruch 16, wobei das herabhängende Teil (34) mit dem Pumpspender (50) verbunden ist.

19. Behälter nach Anspruch 16, wobei die dreidimensionale Form (36) an dem herabhängenden Teil (34) ein integraler Bestandteil des herabhängenden Teils (34) ist.

20. Behälter nach Anspruch 16, wobei die dreidimensionale Form (44) an dem herabhängenden Teil (34, 54, 64) an einer äußeren Oberfläche des herabhängenden Teils (34, 54, 64) befestigt ist.

21. Behälter nach Anspruch 20, wobei die dreidimensionale Form (44) an dem herabhängenden Teil (34) geklebt befestigt ist.

22. Behälter nach Anspruch 16, wobei das herabhängende Teil (34) einen Längsspalt entlang eines erheblichen Teils seiner Länge hat.

23. Behälter nach Anspruch 16, wobei der Längsspalt (37) über die Länge des herabhängenden Teils (34) verläuft.

24. Behälter nach Anspruch 16, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit und das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form daran einen Brechungsindex innerhalb von etwa 0,5 des anderen haben, wodurch das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form (36, 44, 54, 66) im wesentlichen in der Flüssigkeit verschwindet, was den Eindruck erweckt, daß die dreidimensionale Form (36, 44, 56, 66) in der Flüssigkeit schwebt.

25. Behälter nach Anspruch 24, wobei die Flüssigkeit und das herabhängende Teil (34) einen Brechungsindex innerhalb von etwa 0,25 des anderen haben.

26. Behälter nach Anspruch 25, wobei das Tauchrohr (54) einen Brechungsindex von etwa 0,5 der Flüssigkeit hat.

27. Behälter nach Anspruch 26, wobei das Tauchrohr (54) und die Flüssigkeit einen Brechungsindex von etwa 0,25 des anderen haben.

28. Behälter nach Anspruch 26, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit eine Farbtönung hat, um mit dem Bild oder Zeichen (40, 42) auf einer der vorderen und hinteren Oberflächen und mit der dreidimensionalen Form (36, 44, 56, 66) zusammenzuwirken.

29. Behälter nach Anspruch 1, wobei der Behälter (20) durch einen Pumpspender (50) geschlossen ist, wobei der Pumpspender (50) ein Tauchrohr (54) hat, wobei das Tauchrohr (54) das herabhängende Teil (34) aufweist.

30. Behälter nach Anspruch 29, wobei die dreidimensionale Form (36) an dem herabhängenden Teil (34) ein integraler Bestandteil des herabhängenden Teils (34) ist.

31. Behälter nach Anspruch 29, wobei die dreidimensionale Form (44) an dem herabhängenden Teil (34) an einer äußeren Oberfläche des herabhängenden Teils (34) befestigt ist.

32. Behälter nach Anspruch 29, wobei die dreidimensionale Form (44) an dem herabhängenden Teil (34) geklebt befestigt ist.

33. Behälter nach Anspruch 29, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit und das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form daran einen Brechungsindex innerhalb von etwa 0,5 des anderen haben, wodurch das herabhängende Teil (34, 54, 64) mit Ausnahme der dreidimensionalen Form (36, 44, 54, 66) im wesentlichen in der Flüssigkeit verschwindet, was den Eindruck erweckt, daß die dreidimensionale Form (36, 44, 56, 66) in der Flüssigkeit schwebt.

34. Behälter nach Anspruch 33, wobei die Flüssigkeit und das Tauchrohr (54) einen Brechungsindex innerhalb von etwa 0,25 des anderen haben.

35. Behälter nach Anspruch 29, wobei der Behälter (20) eine Flüssigkeit darin enthält, wobei die Flüssigkeit eine Farbtönung hat, um mit dem Bild oder Zeichen

(40, 42) auf eine der vorderen und hinteren Oberflächen und mit der dreidimensionalen Form (36, 44, 56, 66) zusammenzuwirken.

36. Verfahren zum Zusammenbau eines Behälters, der eine dreidimensionale Form (36, 44, 56, 66) enthält, bei dem:

ein Behälter (20) bereitgestellt wird, der eine hintere Oberfläche, eine vordere Oberfläche und einen Hals (24) mit einer Öffnung am oberen Ende hat, wobei die Öffnung von einem Verschluß (26) verschlossen ist,

dadurch gekennzeichnet, daß
ein herabhängendes Teil (34, 54, 64) bereitgestellt wird, das eine dreidimensionale Form (36, 44, 56, 66) daran hat, wobei das herabhängende Teil (34, 54, 64) einen Flansch an einem oberen Teil davon hat,
ein Bild oder Zeichen (40, 42) auf wenigstens einer der vorderen Oberfläche oder der hinteren Oberfläche bereitgestellt wird, wobei das Bild oder Zeichen (40, 42) zur Zusammenwirkung mit der dreidimensionalen Form (36, 44, 56, 66) ausgewählt ist,
das herabhängende Teil (34, 54, 64) in den Behälter (20) eingesetzt wird, wobei der Flansch von einem oberen Rand (27) des Halses (24) getragen wird, und
ein Verschluß (26, 60) an dem Rand (27) des Behälters (20) angebracht wird, wobei das herabhängende Teil (34, 54, 64) zwischen dem Hals (27) des Behälters (20) und dem Verschluß (26) gehalten wird.

37. Verfahren nach Anspruch 36, wobei der Verschluß ein Pumpspender (50) mit einem Tauchrohr (54) ist, wobei das Tauchrohr (54) in dem herabhängenden Teil (34, 64) angeordnet ist.

Revendications

1. Récipient (20) ayant une surface principale avant et une surface principale arrière et un col (24) muni d'une ouverture à son extrémité supérieure, une image (40, 42) étant disposée sur une desdites surfaces ; **caractérisé en ce qu'**un élément dépendant (34) de forme tridimensionnelle est supporté par ledit col (24) à l'intérieur du récipient, et qu'il est positionné de façon à ce que sa forme et une image ou un signe associé (40, 42) sont visuellement coordonnés à l'image ou au signe (40, 42) qui est disposé sur une desdites surfaces avant et arrière.

2. Récipient selon la revendication 1, dans lequel ledit élément dépendant (34, 54) est supporté sur un bord supérieur dudit col (24), une fermeture (26) dudit récipient (20) étant en contact avec ledit élément dépendant (34, 54) afin de maintenir une partie dudit élément dépendant (34, 54) entre ledit bord supérieur dudit col (24) et ladite fermeture (26).

3. Récipient selon la revendication 1, dans lequel on trouve une fermeture (60) qui ferme le col (24) dudit récipient (20), ledit élément dépendant étant fixé à ladite fermeture (60).

4. Récipient selon la revendication 1, dans lequel on trouve une fermeture (60) qui ferme le col (24) dudit récipient (20), ledit élément dépendant étant venu de matière avec ladite fermeture (60).

5. Récipient selon la revendication 1, dans lequel ladite forme tridimensionnelle dudit élément dépendant (34) est venue de matière avec ledit élément dépendant (34).

6. Récipient selon la revendication 1, dans lequel ladite forme tridimensionnelle (44, 56, 66) dudit élément dépendant (34, 64) est fixée à une surface extérieure dudit élément dépendant (34, 64).

7. Récipient selon la revendication 1, dans lequel ladite forme tridimensionnelle (44, 56, 66) est fixée de manière adhésive audit élément dépendant (34, 64).

8. Récipient selon la revendication 1, dans lequel ledit élément dépendant (34) a une rainure longitudinale (37) qui est disposée le long d'une partie substantielle de sa longueur.

9. Récipient selon la revendication 9, dans lequel ladite rainure longitudinale (37) s'étend sur la longueur dudit élément dépendant (34).

10. Récipient selon la revendication 1, dans lequel ledit élément dépendant (34) comprend une partie supérieure supportée par ledit col (24), une tige s'étendant vers le bas à partir dudit col (24), ladite tige supportant ladite forme tridimensionnelle (34, 44, 56).

11. Récipient selon la revendication 1, dans lequel ledit récipient (20) contient un liquide, ledit liquide et ledit élément dépendant (34, 54, 64) ayant, sauf dans la forme tridimensionnelle (36, 44, 56, 66) qui est disposée dessus, un index de réfraction d'environ 0,5 l'un par rapport à l'autre, et ainsi ledit élément dépendant (34, 54, 64), sauf dans la forme tridimensionnelle (36, 44, 56, 66) qui est disposée dessus, disparaît sensiblement dans ledit liquide, donnant l'apparence de ladite forme tridimensionnelle (36, 44, 56, 66) qui est en suspension dans ledit liquide.

12. Récipient selon la revendication 11, dans lequel ledit liquide et ledit élément dépendant (34, 54, 64) ont un index de réfraction d'environ 0,25 l'un par rapport à l'autre.

13. Récipient selon la revendication 11, dans lequel ledit récipient (20) dispose d'un distributeur à pompe (50) avec un tube plongeur (54) qui descend dans ledit récipient (20), ledit tube plongeur (54) ayant un indice de réfraction d'environ 0,5 par rapport à celui dudit liquide.

14. Récipient selon la revendication 13, dans lequel ledit tube plongeur (54) et ledit liquide ont un indice de réfraction d'environ 0,25 l'un par rapport à l'autre.

15. Récipient selon la revendication 1, dans lequel ledit récipient (20) contient un liquide, ledit liquide étant d'une teinte de couleur pour le coordonner avec une image ou un signe (40, 42) qui est disposé sur une desdites surfaces avant et arrière et avec ladite forme tridimensionnelle (36, 44, 56, 66).

16. Récipient selon la revendication 1, dans lequel le col (24) dudit récipient (20) est fermé avec un distributeur à pompe (50), un tube plongeur (54) partant dudit distributeur à pompe (50), ledit élément dépendant (34) entourant sensiblement ledit tube plongeur (54).

17. Récipient selon la revendication 16, dans lequel ledit élément dépendant (34) est supporté sur un bord supérieur (27) dudit col (34), une fermeture (26) dudit récipient (20) étant en contact avec ledit élément dépendant (34) pour maintenir une partie dudit élément dépendant (34) entre ledit bord supérieur (27) dudit col (24) et ladite fermeture (26).

18. Récipient selon la revendication 16, dans lequel ledit élément dépendant (34) est fixé audit distributeur à pompe (50).

19. Récipient selon la revendication 16, dans lequel ladite forme tridimensionnelle (36) sur ledit élément dépendant (34) est venue de matière avec ledit élément dépendant (34).

20. Récipient selon la revendication 16, dans lequel ladite forme tridimensionnelle (44) sur ledit élément dépendant (34, 54, 64) est fixée à une surface extérieure dudit élément dépendant (34, 54, 64)

21. Récipient selon la revendication 16, dans lequel ladite forme tridimensionnelle (44) est fixée de manière adhésive audit élément dépendant (34).

22. Récipient selon la revendication 16, dans lequel ledit élément dépendant (34) a un écartement longitudinal (37) le long d'une partie substantielle de sa longueur.

23. Récipient selon la revendication 16, dans lequel ledit écartement longitudinal (37) s'étend sur toute la longueur dudit élément dépendant (34).

24. Récipient selon la revendication 16, dans lequel ledit récipient (20) contient un liquide, ledit liquide et ledit élément dépendant (34, 54, 64) ayant, sauf dans la forme tridimensionnelle qui est disposée dessus, un index de réfraction d'environ 0,5 l'un par rapport à l'autre, et ainsi ledit élément dépendant (34, 54, 64), sauf dans la forme tridimensionnelle (36, 44, 56, 66) qui est disposée dessus, disparaît sensiblement dans ledit liquide, donnant l'apparence de ladite forme tridimensionnelle (36, 44, 56, 66) qui est en suspension dans ledit liquide.

25. Récipient selon la revendication 24 dans lequel ledit liquide et ledit élément dépendant (34) ont un indice de réfraction d'environ 0,25 l'un par rapport à l'autre.

26. Récipient selon la revendication 25 dans lequel ledit tube plongeur (54) a un indice de réfraction d'environ 0,5 par rapport audit liquide.

27. Récipient selon la revendication 26 dans lequel tube plongeur (54) et ledit liquide ont un indice de réfraction d'environ 0,25 l'un par rapport à l'autre.

28. Récipient selon la revendication 26, dans lequel ledit récipient (20) contient un liquide, ledit liquide étant d'une teinte de couleur pour le coordonner avec une image ou un signe (40, 42) qui est disposé sur une desdites surfaces avant et arrière et avec ladite forme tridimensionnelle (36, 44, 56, 66).

29. Récipient selon la revendication 1 dans lequel ledit récipient (20) est fermé par un distributeur à pompe (50), ledit distributeur à pompe (50) ayant un tube plongeur (54), ledit tube plongeur (54) comprenant ledit élément dépendant (34).

30. Récipient selon la revendication 29, dans lequel ladite forme tridimensionnelle (36) dudit élément dépendant (34) est venue de matière avec ledit élément dépendant (34).

31. Récipient selon la revendication 29, dans lequel ladite forme tridimensionnelle (44) dudit élément dépendant (34) est fixée à une surface extérieure dudit élément dépendant (34).

32. Récipient selon la revendication 29, dans lequel ladite forme tridimensionnelle (44) est fixée de manière adhésive audit élément dépendant (34)

33. Récipient selon la revendication 29, dans lequel ledit récipient (20) contient un liquide, ledit liquide et ledit tube plongeur (54) ayant, sauf dans la forme tridimensionnelle (36, 44, 56, 66) qui est disposée dessus, un index de réfraction d'environ 0,5 l'un par rapport à l'autre, et ainsi ledit élément dépendant (34, 54, 64), sauf dans la forme tridimensionnelle (36, 44, 56, 66) qui est disposée dessus, disparaît sensiblement dans ledit liquide, donnant l'apparence de ladite forme tridimensionnelle (36, 44, 56, 66) qui est en suspension dans ledit liquide.

34. Récipient selon la revendication 33 dans lequel liquide et ledit tube plongeur (54) ont un indice de réfraction d'environ 0,25 l'un par rapport à l'autre.

35. Récipient selon la revendication 29, dans lequel ledit récipient (20) contient un liquide, ledit liquide étant d'une teinte de couleur pour le coordonner avec une image ou un signe (40, 42) qui est disposé sur une desdites surfaces avant et arrière et avec ladite forme tridimensionnelle (36, 44, 56, 66).

36. Procédé pour assembler un récipient contenant une forme tridimensionnelle (36, 44, 56, 66) comprenant les étapes consistant à:

fournir un récipient (20) ayant une surface arrière, une surface avant et un col (24) possédant une ouverture à son extrémité supérieure, ladite ouverture étant fermée par une fermeture (26) ; **caractérisé en ce que** l'on :

fournit un élément dépendant (34, 54, 64) sur lequel est disposée une forme tridimensionnelle (36, 44, 56, 66), ledit élément dépendant (34, 54, 64) étant muni d'un flasque sur sa partie supérieure ;
fournit une image ou un signe (40, 42) sur au moins une surface parmi la surface avant ou la surface arrière, ladite image ou signe (40, 42) étant choisie pour se coordonner avec la forme tridimensionnelle (36, 44, 56, 66);
insère ledit élément dépendant (34, 54, 64) dans ledit récipient (20), ledit flasque étant supporté sur un bord supérieur (27) dudit col (24) ; et l'on
fixe une fermeture (26, 60) sur ledit bord (27) dudit récipient (20), ledit élément dépendant (34, 54, 64) étant maintenu entre ledit col (24) dudit récipient (20) et ladite fermeture (26).

37. Procédé selon la revendication 36, dans lequel ladite fermeture est un distributeur à pompe (50) équipé d'un tube plongeur (54), ledit tube plongeur (54) étant situé à l'intérieur dudit élément dépendant (34, 64).

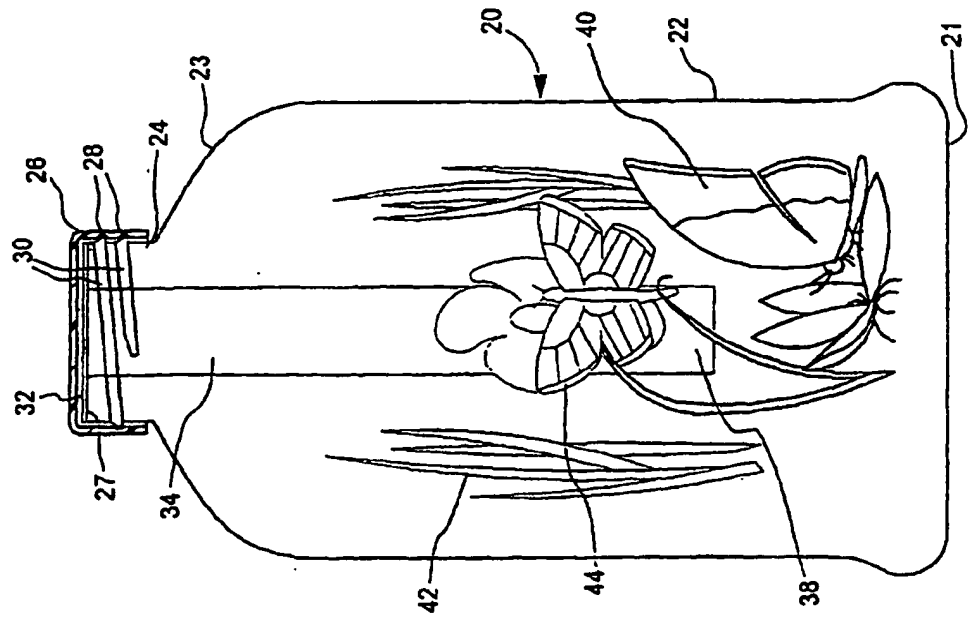
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FIG. 2

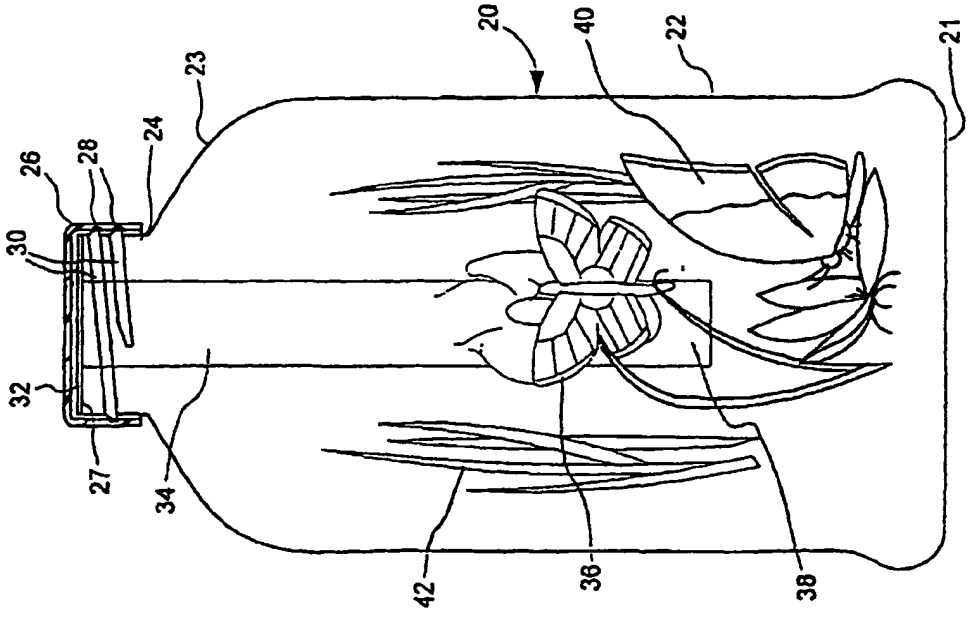
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FIG. 1

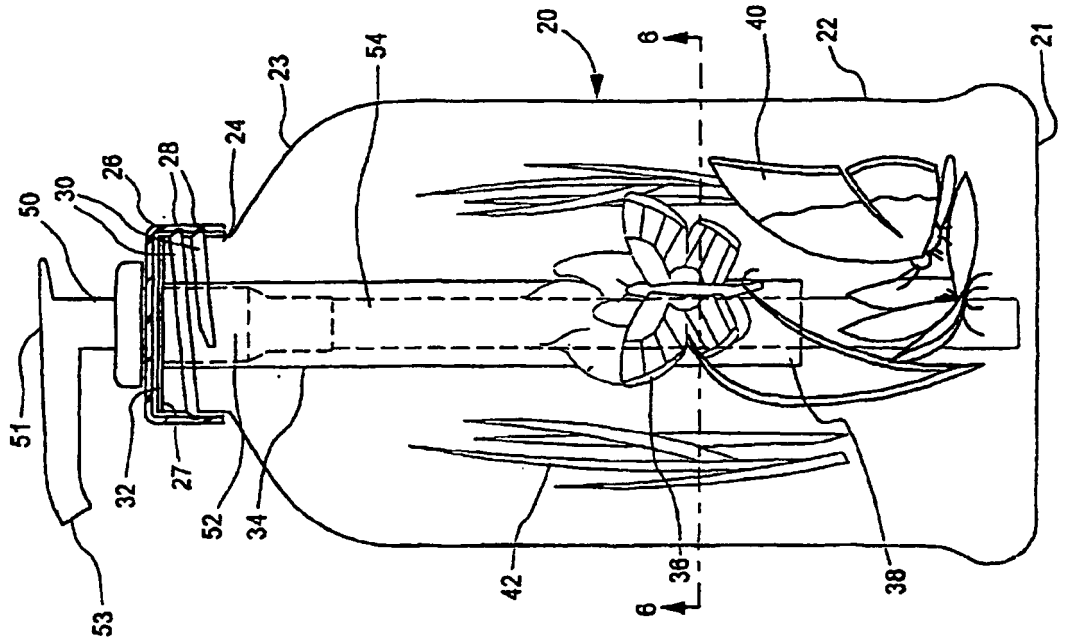
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FIG. 4

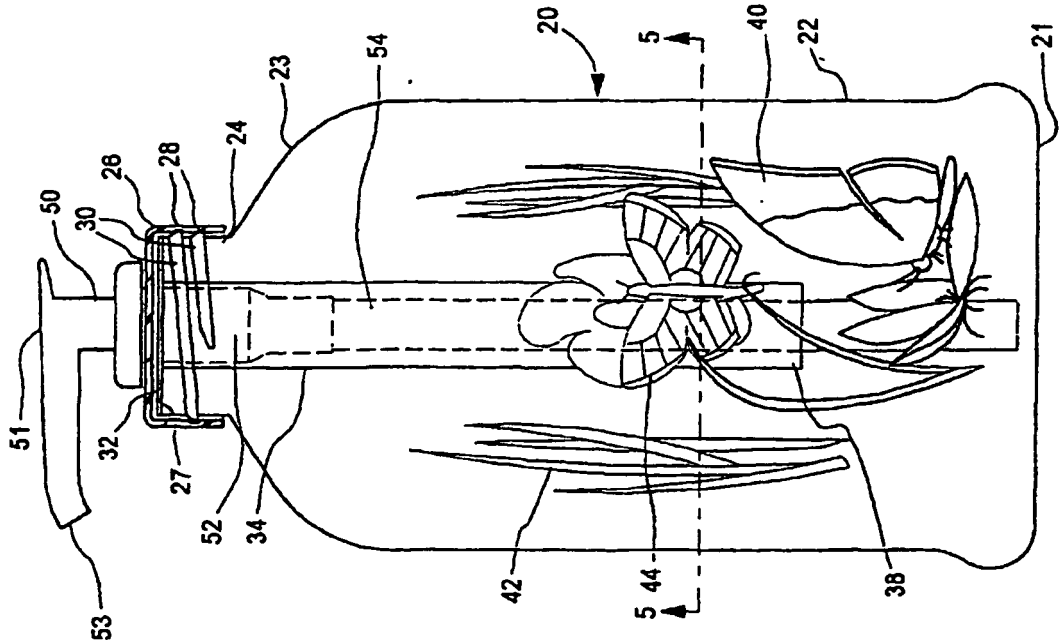
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FIG. 3

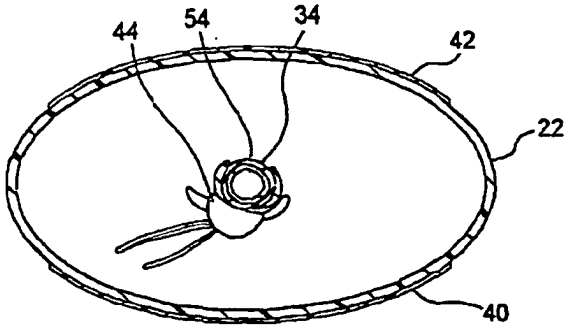

FIG. 5

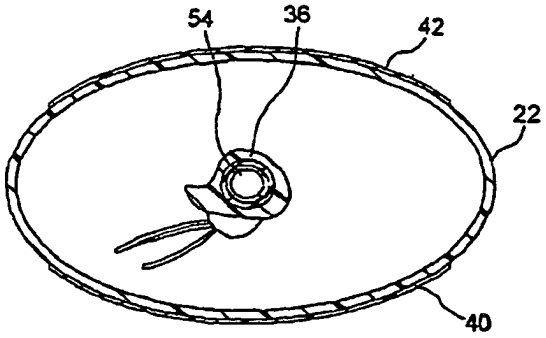

FIG. 6

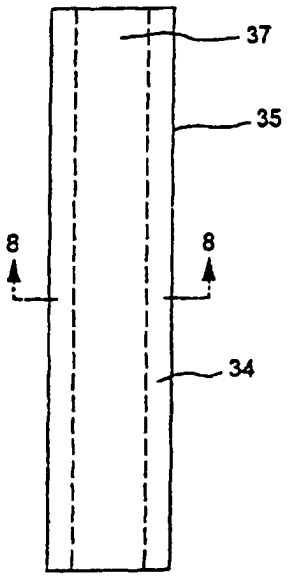

FIG. 7

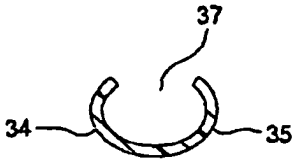

FIG. 8

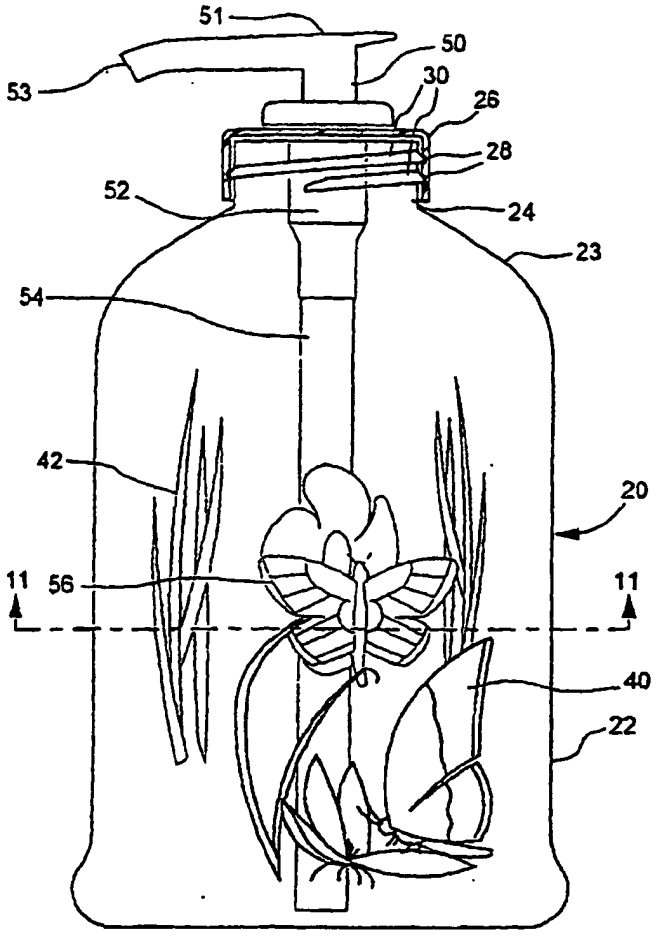

FIG. 10

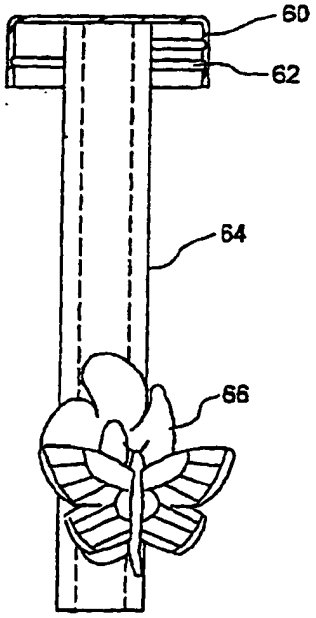

FIG. 9

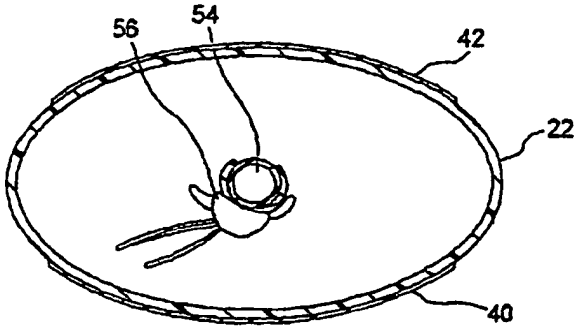

FIG. 11